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WRITES OVER 200 WORDS WITH ONE DIP OF INK.

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Fine Points, 333, 128 and 444.
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Durability, Evenness of
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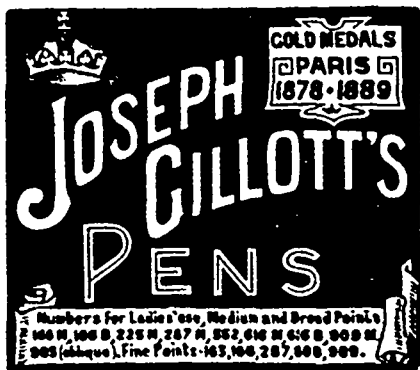
WORKS: Birmingham, England.

ESTABLISHED 1860.

Over \$5,000,000 of these pens sold in United States
In 1889.

CANADA AGENTS

BROWN BROS., Toronto.
BOYD, RYRIE & CAMPBELL, - Montreal.



CHRISTMAS TRADE NOTES.

The Upper Canada Bible and Tract Society found the demand strongest in the lighter species of literature.

The Willard Tract Depository felt that the usual level of Christmas trade was preserved in their holiday business.

Warwick & Sons speak well of the past year's trade. Its net returns were to them 25 per cent. better than those of any former year.

Rowell & Hutchison found the last Christmas trade quite up to that of former years. In booklets and expensive art books the demand was notably good.

James Bain & Son calculated almost to a nicety the extent of the Christmas demand, and got their special holiday stock accordingly all moved off before the New Year.

The Toronto News Company experienced an unusually strong season in special holiday issues of English, United States and Canadian periodicals. The big outward curve of the holiday number section of trade corresponds with an inward curve of the trade in Christmas and New Year cards. The papers seemed to gain ground lost by the latter.

A TRADE-WINNING EXPEDIENT.

Mr. J. K. Cranston, the well-known bookseller, stationer and fancy goods dealer, of Galt, Ont., hit on a felicitous idea for increasing the volume of his Christmas trade. It was no less than to secure the aged Santa Claus in an engagement to do a little advertising a few days before Christmas. The scheme had wonderful success and deserved it, for Santa Claus and his turnout made a great spectacular street progress that brought all the boys and girls in the town in its wake. His white horse, in all the bravery of ribbons and bells, himself ensconced in a handsome sleigh, and wearing the habiliments of holiday glee, he first drove through the town with placards exposed reading: "My Headquarters at Cranston's Bookstore," "I Deliver Goods Bought at Cranston's." The procession of juveniles followed him over his course and back to the store. Mothers bought to give their children the delightful novelty of having Santa Claus do the delivering. The venerable driver would visit the bedside of children too sick to see him on the street, and otherwise ingratiate himself with the people. None were too humble to be called on. The old fiction of Santa Claus was turned to good account by Mr. Cranston, who collected a body of trade that would have been much smaller but for this trade-winner. There is a suggestion in his example that could be improved by dealers throughout the country, who could often adapt special means to special occasions in the same way.

Soap and water are cheap, but soil on goods is expensive.

"HERE'S A SOFT SNAP!"

YOU MAY OBTAIN FROM ANY STATIONER

—THE—

GRAPHITE PENCIL CO.

Line of LEAD and COLORED PENCILS, including the

GRAPHIC—Round Gilt • GRAPHIC—Hexagon Gilt

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